



New Media Services at the National Veterans Crisis Line

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Facts about Veteran Suicide

- 20% of all Suicides are Veterans
 - National Violent Death Reporting System
- Veterans are more likely than the general population to use firearms
 - National Violent Death Reporting System
- 950 suicide attempts per month among Veterans receiving VHA services
 - VA National Suicide Prevention Coordinators (October 1, 2008 to December 31, 2010)

Veterans Crisis Line

- Toll-free, confidential resource that connects Veterans and Service Members in crisis and their families and friends with qualified, caring VA responders
- Responders are specially trained and experienced in helping Veterans of all ages and circumstances
- 1-800-273-8255 and Press 1

Veterans Crisis Line

- July 25, 2007 – Hotline went live; first call was at 11:20 AM
- Based in Canandaigua VA Medical Center in upstate New York
- Partnership with Substance Abuse and Mental Health Services Administration (SAMHSA)/Lifeline
- Current staff size: 180 (adding 100 more by 1/13)

Veterans Crisis Line

- Since its launch in 2007, the Veterans Crisis Line has answered more than 610,000 calls made more than 22,000 emergency interventions.
- In 2009, the Veterans Crisis Line added an anonymous online chat service, which has helped more than 54,000 people.
- In November 2011, the Veterans Crisis Line added a texting service, which has helped more than 1,700 people.

Veterans Crisis Line

	Total Calls	Veterans	Family/ Friends	SPC Referrals	Rescues	Active Duty
April, 2012	16,184	11,234	1,416	3,096	526	197
Total (through 4/12)	609,509	360,596	44,436	92,466	22,052	8,048
FY 11	164,101	102,446	12,221	29,334	6,670	2,290
FY 10	134,528	81,805	9,925	19,970	5,732	1,744
FY 09	118,984	63,934	7,553	13,960	3,709	1,589
FY 08	67,350	29,879	4,517	6,264	1,749	780
FY 07	9,379	2,918	No avail.	739	139	93

Veterans Chat Service


- Launched in July 2009
- Anonymous, online chats occur with trained VA counselor
- Potential to transfer the visitor to the VA Crisis Line where further counseling and referral services are provided and crisis intervention steps can be taken
- Intended to reach out to all Veterans, Service Members, Family, and Friends

Veterans Chat Service

	Total Chats	Transfer to Crisis Line	Transfer to Back-up Center	Suicide Mentioned
April, 2012	3,398	336	411	1,147
Total (through 4/12)	53,933	5,956	6,747	19,904
FY 11	18,438	2,445	2,182	7,265
FY 10	8,471	878	1,036	3,433
FY 09	864	73	29	328

www.veteranscrisisline.net

SuicidePreventionLifeline.org Get Help Materials Get Involved Crisis Centers Newsroom About



**Veterans
Crisis Line**
1-800-273-8255 **PRESS 1**

Dial **1-800-273-8255** **PRESS 1**

Text to **838255**

Confidential Veterans Chat

I am a **Veteran**

I am **Family/Friend**


Confidential Help for Veterans and Their Families

Signs of Crisis

Resources

Get Help

About



"I AM A VETERAN.
The road is hard, but there's help out there, all you have to do is ask. Start by calling the Veterans Crisis Line."
Orvie Longhorn,
U.S. Army, 1964–1967

1 2 3 4 5

Welcome to the **Veterans Crisis Line Website**

The Veterans Crisis Line connects Veterans in crisis and their families and friends with qualified, caring Department of Veterans Affairs responders through a confidential toll-free hotline, online chat, or text. Veterans and their loved ones can call **1-800-273-8255** and **Press 1**, [chat online](#), or send a text message to **838255** to receive confidential support 24 hours a day, 7 days a week, 365 days a year. [More about the Veterans Crisis Line](#)

Are You a Veteran or Concerned About One?

Act Now

Dial **1-800-273-8255** **PRESS 1**
to talk to someone NOW

Confidential Veterans Chat

Text to **838255** to Get Help NOW

Take a Self-Check Quiz

Confidential Homeless Veterans Chat

Learn Now

Identify the Warning Signs

Concerned About a Veteran? You Can Help

Suicide and Crisis Resources

About the Veterans Crisis Line

www.veteranscrisisline.net



Veterans Text Service

- 828377 (VETALK)
- Free!
- Same clinical skills as Chat
- Primary differences between Chat and Text
 - Text is limited to 160 characters
 - Performance of texting software is dependent on Visitor's cell phone and cell phone provider

Veterans Text Service

	Total Texts	Veterans	Family/ Friends	SPC Referrals	Transfer to phone	Active Duty
Nov 11	117	69	3	7	8	4
Dec 11	207	117	9	14	11	4
Jan 12	290	151	17	20	11	7
Feb 12	337	188	13	27	12	14
Mar 12	356	189	14	25	20	13
Apr 12	375	204	34	27	10	7
Total (through April 12)	1,682	918	90	120	72	49

Facebook Monitoring

- Every shift, a responder is responsible for monitoring the following Facebook pages:
 - U.S. Dept. of Veterans Affairs (VA)
 - Veterans Health Administration (VHA)
 - Veterans Benefits Administration (VBA)
 - National Cemetery Administration (NCA)
 - The Post-9/11 GI Bill
 - National Center for PTSD
 - Local Upstate NY VA pages

Facebook Monitoring

- If there is concerning content on the Facebook pages, responder will write:
 - “@ screen name: It concerns me to hear you talk like that. (some variation of a concern statement; personalize it, use their own words) There are VA employees that can help 24/7. Call 1-800-273-8255 (and push 1) **OR** go to our live chat service by visiting www.veteranscrisisline.net and click on the red button in the top right corner of the page. (It says, “Click Now for Confidential Veterans Chat.”) You can also send a text message to us at 838255. A counselor will talk with you anonymously.”

Facebook Collaboration

- Began in May 2012
- Facebook users who are concerned about a Veteran/service member's post report content of posts to Facebook
- Facebook sends the user information on Veterans Crisis Line/Chat Service, and Texting Service
- Facebook also contacts the Crisis Line with the information so that we can follow up.

Future Directions in New Media

Thank you.

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